

## Message Text

UNCLASSIFIED

PAGE 01 BRASIL 03953 190548Z  
ACTION ARA-14

INFO OCT-01 ISO-00 AGRE-00 OES-07 L-03 EB-08 COME-00  
SP-02 PA-02 /037 W

-----030850 191037Z /23

R 171911Z MAY 78  
FM AMEMBASSY BRASILIA  
TO SECSTATE WASHDC 7563  
INFO USICA WASHDC

UNCLAS BRASILIA 3953

USICA FOR USICA/AR

E.O. 11652: N/A  
TAGS: SENV, AR  
SUBJECT: BRAZILIAN LEGISLATIVE REGULATION OF ALCOHOL AND TOBACCO  
ADVERTISING

1. EMBASSY HAS RECEIVED REQUEST FROM DEPUTY HERBERT LEVY  
FOR ASSISTANCE IN OBTAINING PARTICIPATION OF US SPECIALISTS  
IN ROUND TABLE DISCUSSIONS OF POSSIBLE LEGISLATIVE REGULATION  
OF ADVERTISING OF ALCOHOL AND TOBACCO PRODUCTS TO BE HELD ON  
9 AND 10 AUG. 78. LEVY IS COORDINATING THE ROUND TABLE, WHICH  
IS BEING SPONSORED BY THE BRAZILIAN CHAMBER OF DEPUTIES.

2. LEVY INDICATED THAT THE CHAMBER OF DEPUTIES WOULD BE  
ABLE TO PROVIDE ONLY LODGING IN BRASILIA FOR ANY SPECIALISTS  
PARTICIPATING. CHARGE HAS SENT INTERIM REPLY TO LEVY INDICATING THAT  
EMBASSY WOULD LOOK INTO THE MATTER AND HOPED TO BE ABLE TO  
REPLY POSITIVELY.

3. EMBASSY REQUESTS INDICATION OF DEPARTMENT OR USICA INTEREST/ABILITY

TO FUND TRAVEL OF APPROPRIATE SPECIALIST(S), OR,  
ALTERNATIVELY, TO PROVIDE APPROPRIATE LEGISLATIVE  
REFERENCE MATERIAL. THIS SUBJECT IS NOT INCLUDED IN  
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THE USICA COUNTRY PROGRAM.  
JOHNSON

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NNN

## Message Attributes

**Automatic Decaptioning:** Z  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TOBACCO, ADVERTISING, ALCOHOLS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 17 may 1978  
**Decaption Date:** 20 Mar 2014  
**Decaption Note:** 25 YEAR REVIEW  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978BRASIL03953  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780211-0100  
**Format:** TEL  
**From:** BRASILIA  
**Handling Restrictions:**  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1978/newtext/t19780551/aaaabrax.tel  
**Line Count:** 57  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 952e3e9c-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** ONLY  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** ONLY  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 28 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2670941  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** BRAZILIAN LEGISLATIVE REGULATION OF ALCOHOL AND TOBACCO ADVERTISING  
**TAGS:** SENV, AR, (LEVY, HERBERT)  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/952e3e9c-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
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